



IABC AFRICA'S ANNUAL CONFERENCE

9 – 10 October 2007

Sponsorship & Exhibitor Opportunities

Who

The International Association of Business Communicators (IABC) is a not-for-profit association that provides the content, the credibility and the community to help communication professionals succeed in their careers. Established in 1970, IABC provides knowledge products, education, accreditation, research to a 13 500-member global network.

- IABC is the premier knowledge network for professionals engaged in strategic communication management
 - IABC members work in some of the world's most prestigious corporations and consulting firms. We have members in more than half the Fortune 500 and in 90 of the Fortune 100 companies.
 - IABC members are responsible for developing and executing strategic internal and external communication plans for corporations, governments, nonprofits, educational institutions and consulting firms around the world.
 - IABC members have an average annual department budget of US \$4 million.
-

When

Tuesday 09 October to Wednesday 10 October 2006

Where

Birchwood Executive Hotel & Conference Centre, Gauteng

Why

IABC's Annual Conference provides a unique opportunity to build your organisation's image among this growing and influential group. As a sponsor, you demonstrate your commitment to communication excellence and enjoy a generous package of marketing benefits.

Sponsor benefits and recognition options include exhibition stands, conference registration, advertisements, mailing lists and web links. Each sponsorship opportunity is a comprehensive marketing package designed to maximise your organisation's visibility and expand your client base.

Who

IABC's Annual Conference attracts communicators (public relations practitioners, advertising executives, marketers and corporate communicators) from major corporates throughout South Africa and Botswana.

Why sponsor with the IABC?

Sponsorship offers a comprehensive package of benefits, including pre-event promotion, onsite exposure and post-event follow-up. Becoming a sponsor with IABC provides the perfect opportunity to clearly communicate your company profile and future capabilities to a targeted audience of decision-makers. It offers opportunities to further develop personal relationships with potential and existing clients and facilitate new business opportunities. Most importantly, sponsorship with the IABC allows your company to gain brand recognition and credibility by aligning your business with our prestigious association.

How

There are four sponsorship packages for the IABC Africa 2007 Conference:

Packages

Option 1:

Platinum Sponsorship - Only one available

Cost: R40 000 cash

What you will get:

- Four Complementary conference registrations
 - On-site signage with logo on stage – logo prominent
 - Logo on conference email correspondence
 - Logo on conference signage
 - Logo placement in the on-site conference programme – logo prominent
 - Stand at the information centre – logo prominent
 - Logo displayed on IABC's web site with link to sponsor's web site – logo prominent
 - Acknowledgement at sponsored sessions
 - An opportunity to put a brochure / product in the Conference bag
 - First option to retain the same sponsorship position at IABC Africa 2008 Conference
 - Opportunity to welcome delegates to one of the sessions and introduce your company or 10 minute slot on the programme
 - Opportunity to introduce one of the keynote speakers
-

Option 2:

Gold Sponsorship – Only two available

Cost: R25 000 cash

What you will get:

- Two Complementary conference registrations
- On-site signage with logo on stage – logo prominent
- Logo on conference email correspondence
- Logo on conference signage
- Logo placement in the on-site conference programme
- Stand at the information centre
- Logo displayed on IABC's web site with link to sponsor's web site
- Acknowledgement at sponsored sessions
- An opportunity to put a brochure / product in the Conference bag
- First option to retain the same sponsorship position at IABC Africa 2008 Conference
- Opportunity to welcome delegates to one of the sessions and introduce your company or 10 minute slot on the programme

Option 3:

Silver Sponsorship – Only five available

Cost: R10 000 cash

What you will get:

- One Conference registration
- On-site signage with logo on stage
- Logo placement in the on-site Conference programme
- Stand at the information centre
- Logo displayed on IABC's web site with link to sponsor's web site
- An opportunity to put a brochure / product in the Conference bag

Option 4:

Bronze Sponsorship – Unlimited

Cost: R5 000 or less in cash or product

What you will get:

- On-site signage with logo on stage
 - Logo placement in the on-site Conference program
 - Stand at the information centre
 - An opportunity to put a brochure / product in the Conference bag
-

	Platinum	Gold	Silver	Bronze
	Limit of 1	Limit of 2	Limit of 5	Unlimited
	R 40,000	R 25,000	R 10,000	R5,000 or less
Complementary conference registrations	4	2	1	
On-site signage with logo on stage	Logo prominent	logo prominent	logo	Logo
Logo on conference email correspondence	logo	logo		
Logo on conference signage	Logo	logo		
Logo placement in the on-site conference programme	Logo prominent	logo	logo	Logo
Stand at the information centre	Prominent	*	*	*
Logo displayed on IABC's web site with link to sponsor's web site	Logo prominent	logo	logo	
Acknowledgement at sponsored sessions	*	*		
An opportunity to put a brochure / product in the Conference bag	*	*	*	*
First option to retain the same sponsorship position at IABC Africa 2008 Conference	*	*		
Opportunity to welcome delegates to one of the sessions and introduce your company or 10 minute slot on the programme	*	*		
Opportunity to introduce one of the keynote speakers	*			

Payment and Commitment deadlines:

- Commitment to sponsor by no later than 15 August 2007
- First payment of 60% on 16 August 2007
- 40% remaining payment by 30 September 2007
- Delivery of goodie bags and menu / programme a week before the event.

For more information about IABC's Conference sponsorship opportunities please contact Brenda Kennedy at (011) 469-4542 or brenda@allsorted.co.za
